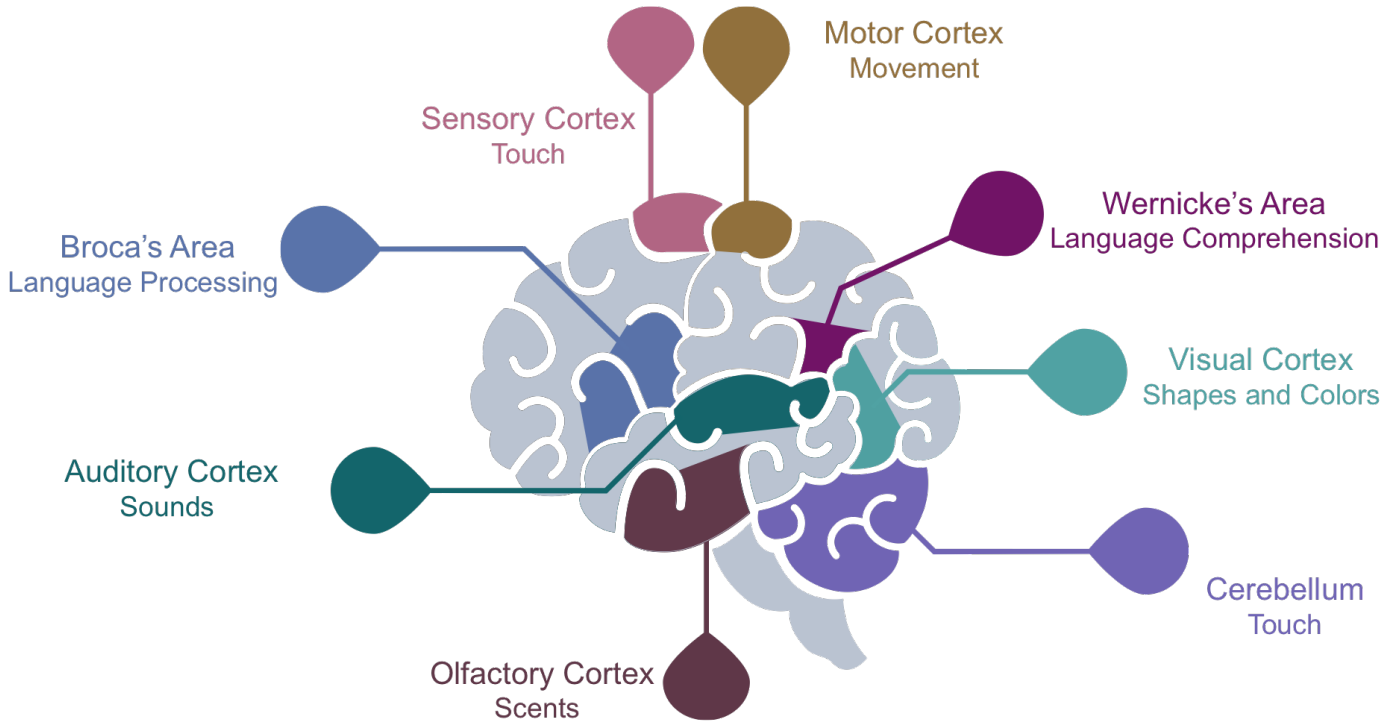


THE SCIENCE OF STORY

YOUR BRAIN ON STORY

When we listen to a storyteller's descriptive narrative, the listener's brain transmits that information to the various visual, motor, and sensory cortexes. In this way, the listener actually experiences the story as if they themselves were living it.



NOTES

A large, empty rectangular box with a dotted border, intended for taking notes.

THE SCIENCE OF STORY

YOUR BRAIN IS HARDWIRED FOR STORY

Our brains crave stories because they are:

- 1 Inherently immersive
- 2 Profoundly accessible
- 3 Intensely persuasive

INHERENTLY IMMERSIVE

Narrative immerses us by transporting us into the story itself. While descriptive words and metaphors arouse our sensory cortexes, our brains begin to synchronize with the storyteller.

PROFOUNDLY ACCESSIBLE

Stories are more easily retained than facts alone. In fact, stories are well known mnemonic devices used when teaching children such things as language, metric, and solar systems.

INTENSELY PERSUASIVE

Storytellers use narrative to convince the audience of what conclusions they should draw at the close of a story. In this way, the audience is less critical than when hearing facts. In addition, great stories not only activate sensory cortexes in the brain, but they have been proven to produce a series of three storytelling hormones within audience members - cortisol, dopamine, and oxytocin.